

**MEMO# 11928**

June 6, 2000

## **REMINDER: JUNE 28, 2000 COMMITTEE MEETINGS**

[11928] June 6, 2000 TO: DIRECT MARKETING COMMITTEE No. 11-00 SALES FORCE MARKETING COMMITTEE No. 11-00 RE: REMINDER: JUNE 28, 2000 COMMITTEE MEETINGS

As we previously informed you, the Investment Company Institute's Sales Force Marketing Committee and the Direct Marketing Committee will meet on Wednesday, June 28, 2000 at the Investment Company Institute offices at 1401 H Street, NW in Washington, DC. Final agendas for both meetings are attached. The Sales Force Marketing Committee meeting will feature a presentation by Dan Kreuter, President of DAK Associates, on mutual fund wholesaler and National Sales Manager compensation. If you have not already completed the attached brief compensation survey and returned it to my attention, please do so ASAP. Survey results will be discussed at the June 28th meeting. Please note that all survey responses will be compiled by the Institute and will remain confidential. No individual respondent's name or data will be distributed or shared with any organization. Mr. Kreuter and survey participants will receive only a copy of the compiled results. Also, as you will note from the Direct Marketing Committee agenda, that meeting will feature a number of timely discussion topics. To enhance the value of this meeting, please review these topics prior to the meeting and come prepared to participate in the discussions. An optional networking dinner for both Committees will be held on Tuesday, June 27th at DC Coast, which is located at 1401 K Street, NW (Phone: 202/216-5988). The dinner speaker will be Brian Reid, a Senior Economist with the Institute's Research Department. Mr. Reid will discuss mutual fund assets and flows and gathering assets in a maturing market. The dinner will begin with cocktails at 6:30 pm. A block of rooms has been reserved at the Crowne Plaza Washington (14th and K Streets, NW; Phone: 202/682-0111) for meeting attendees. Please call the Crowne Plaza directly to make your room reservation (mention that you will be attending an Institute meeting when making your reservation). Also, please return the attached registration form to the Institute. If you plan to attend the optional networking dinner on Tuesday, June 27th, please return a check for \$65 with your Institute registration form. We look forward to seeing you at the June 2000 Committee Meetings. If you have any questions about these meetings, please contact me at 202/326-5883; email: brenner@ici.org. Linda Brenner Director, Operations and Training Enclosures

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